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a very engaging style and his invaluable insights are liberally sprinkled with real life examples.

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shows that in just the same way as a Darwinian battle for the survival of the fittest occurs in the natural world, a similar kind of phenomena often arises within the marketplace.

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None. The Darwinian struggle of business keeps getting more brutal as competitive advantage gaps get narrower and narrower. Anything you invent today will soon be copied by someone else--probably better and cheaper.

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widely quoted Crossing the Chasm, he identified and addressed the greatest challenge facing new ventures. Now he 's back with a book for established businesses that need to learn how to adapt—or suffer the slow declines into marginalized performance that have characterized so many Fortune 500 icons in recent years.

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